



Business Alliance Connection

Summer 2010

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Message from Ron Lane

Director, County of San Diego Office of Emergency Services

You and your business can have a direct impact on how the nation prepares for a disaster.

September is the seventh annual National Preparedness Month. The Federal Emergency Management Agency is calling on businesses across the country to participate by joining the National Preparedness Month Coalition, which will enable you to send messages to your customers, employees, members and stakeholders about the importance of being prepared. Registration is easy - just visit National Preparedness Month campaign online. Last year, 2,700 organizations took part in the coalition.

By participating this year, you are raising awareness at the national level about activities that you are already engaged in at the local level: things such as sharing preparedness information with your employees and reviewing your organization's disaster plans. These activities are always critical to the safety of the community, but here in our county, they are also at the forefront of people's minds as we continue to experience earthquakes in the region and are coming into the height of fire season.

You can also share your ideas with the federal Preparedness Task Force, the national policymakers who shape emergency preparedness policies, grants and capabilities. The task force was formed by Congress earlier this year to make recommendations about emergency preparedness, and it is taking steps to solicit feedback from the private sector through both meetings and online efforts.

One of these steps took place last month. The US Chamber of Commerce hosted a meeting between national business leaders and senior officials from the Department of Homeland Security (DHS) and Federal Emergency Management Agency (FEMA) to inform them of the task force.

Now, the task force is expanding its reach by soliciting recommendations from businesses across the country through "town hall"-style meetings, including a stop in San Diego. It has also created something called the National Dialogue on Preparedness, an interactive, online effort that allows you to get involved by providing feedback and ideas at FEMA.gov.

The County Office of Emergency Services will also be reaching out to our Business Alliance partners as we head into National Preparedness Month to support and amplify the critical message of preparation. It is a good time to review your own Business Continuity Plan and remind your employees and customers about the importance of creating and reviewing a family disaster plan.

As you know, we have dedicated a section of our ReadySanDiego.org website to our business partners, with important resources and links. I encourage you to take the time to review the site and see the presentations that we have available for you.

In fact, I hope you will explore the entire ReadySanDiego.org site where you can check out our videos, join one of our social media communities and test your readiness quotient. The site will also keep you updated on all of the activities we have planned during National Preparedness Month.



- Ron Lane

AlertSanDiego



It takes just a couple of minutes to make an important step in preparation. You and your employees can register your cell phone numbers, VoIP phones, and e-mail addresses with AlertSanDiego. By filling out the form at ReadySanDiego.org, you give us another way to alert you with important emergency messages during a disaster.

AlertSanDiego is different from Reverse 9-1-1. Reverse 9-1-1 only contacts listed and unlisted land-line telephones. AlertSanDiego expands the regional database by including cell phone numbers, VoIP phones and e-mail addresses. You can add as many as five phone numbers and email addresses, allowing you to register a work cell number or e-mail address as well. You would receive notification when the home or business address associated with your contact information is impacted by a disaster or an emergency.

The registration form is short and simple. By taking the time to add your information, you add another level of protection for you and your employees.

Voluntary Private Sector Preparedness Accreditation/Certification Program

The Voluntary Private Sector Preparedness Accreditation and Certification Program (PS-Prep) is an initiative recommended by the 9/11 Commission to improve private sector preparedness for disasters and emergencies using standards adopted by the Department of Homeland Security (DHS).



The purpose of the PS-Prep Program is to enhance nationwide resilience in an all-hazards environment by encouraging private sector preparedness, including disaster management, emergency management and business continuity programs. The program will provide a mechanism by which a private sector entity – a company, facility, not-for-profit corporation, hospital, stadium, university, etc. – may be certified by an accredited third party establishing that the private sector entity conforms to one or more preparedness standards adopted by DHS.

Private sector entities can get involved in PS-Prep by submitting comments on the identified standards, suggesting additional private sector standards to be adopted by DHS, and participating in future public meetings on the topic.

DHS has posted the Federal Register notice at Regulations.gov. Comments may be submitted to Regulations.gov or FEMA-POLICY@dhs.gov, in Docket ID FEMA-2008-0017. For more information, visit [Voluntary Private Sector Preparedness Accreditation and Certification Program \(PS-Prep\) Resource Center](http://Voluntary Private Sector Preparedness Accreditation and Certification Program (PS-Prep) Resource Center).

New Business Alliance Members

The following organizations have joined the ReadySanDiego Business Alliance since April. Please join us in welcoming our new members!

- Joyce Ballesteros, Home Safe and Ready
- Shannon Boyd, Riverstone Residential Group
- Cameron Burkel, San Diego County Regional Airport Authority
- Hugh Constant, WTCSD
- Michael Crawford, Waste Management, Inc
- Deirdre DuPlessis, Access to Independence
- Nana Hinsley, Global Plastic Sheeting
- Roxanne Johnson, WD-40 Company
- Amanda Lewis, Motorola Inc.
- Chris Malicki, Pacific Safety Council
- Avi Perna, BioLegend
- Stephen Rodi, Dynamex, Inc.
- Matt Silsbee, San Diego Housing Commission
- Ryan Sprague, Servpro of La Mesa
- David Taylor, Phoenix Removal
- May Vang, East Wind Clubhouse
- Robin A. Ziegler, The Reserve on Baltimore

Get Ready to ShakeOut!

At **10:21 a.m. on October 21, 2010**, millions of Californians will “Drop, Cover, and Hold On” in *The Great California ShakeOut*, the largest earthquake drill ever! **All businesses are encouraged to participate** in the drill (or plan a more extensive exercise) at 10:21 a.m. on 10/21!

Major earthquakes may happen anywhere you work, live, or travel in California. The ShakeOut is our chance to practice how to protect ourselves, and for everyone to become prepared. The goal is to prevent disasters from becoming catastrophes.

Why is a “Drop, Cover, and Hold On” drill important? As with anything, to act quickly you must practice often. You may only have seconds to protect yourself in an earthquake before strong shaking knocks you down, or something falls on you.

Everyone can participate! Individuals, families, businesses, schools, colleges, government agencies and organizations are all invited to register.

As of mid-August, 41 businesses and their collective 24,557 employees have registered for ShakeOut in the County of San Diego. This is less than 8 percent of the total number of participants registered. **To ensure our county is prepared for disasters, we encourage all ReadySanDiego Business Alliance members to register their business and employees for the 2010 ShakeOut.** You can track the number of participants registered in real-time on the ShakeOut website as we grow business participation in the exercise and strengthen our region’s resiliency: [ShakeOut Participants in San Diego County](#).

Register today at [ShakeOut.org](#)



HOW TO PARTICIPATE

Here are a few suggestions for what businesses can do to participate in the ShakeOut. More information and resources can be found at [ShakeOut.org/businesses](#).

Plan Your Drill:

- Register at [www.shakeout.org/register](#) to be counted in the ShakeOut Drill, get email updates, and more.
- Have a “Drop, Cover, and Hold On” drill at 10:21 a.m. on October 21. You can also exercise other aspects of your emergency plan.
- Discuss what you learned and make improvements.

Get Prepared for Earthquakes:

- Check your emergency supplies and equipment; make sure they are accessible and functional.
- Ask departments to inspect facilities for items that might fall and cause injury and secure them.
- Encourage employees to prepare at home.
- Provide first aid and response training for staff.

Share the ShakeOut:

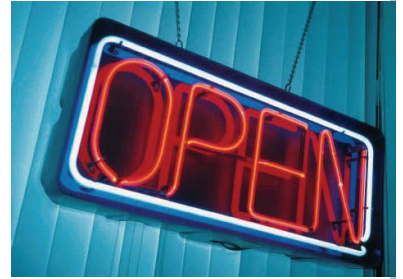
- Encourage employees to ask their friends, families and neighbors to register.
- Ask colleagues at other businesses to participate.
- Posters, flyers, and other materials for promoting the ShakeOut are [available online](#).
- Share your experience at [ShakeOut.org/drill](#).

As a registered ShakeOut participant you will:

- Learn what you can do to get prepared
- Receive ShakeOut news and other earthquake information
- Be counted in the largest earthquake drill ever!
- Set an example that motivates others to participate

7 Steps to an Earthquake Resilient Business

Earthquakes can and will happen in many parts of the United States while you are at work. Every area of the country relies on their local businesses to remain open after a disaster in order for the community to recover quickly. If your workforce is not ready at home, they may be dealing with tragedy and unable to return to their jobs — what will you do without employees? It is just as important to protect your physical building and the contents inside from damage, as well as train your employees on what to do when disaster strikes at work.



Each of the following steps will provide you with a chance to identify areas in your business that need strengthening, training opportunities, and actions to be taken. They are designed so that every step builds from the last. Customize each step to suit your business type and needs.

STEP 1

Identify potential hazards. We live in earthquake country, so that's easy to identify, but are there other risks to your business? In this step, you will identify what may interrupt your business operations temporarily or worse. The priorities you set here will help you in the other Steps.

Begin addressing those hazards. Look at your priorities, where your business is vulnerable, and choose how to minimize these risks. If you secure it, it can be saved from earthquake damage or from hurting employees.

STEP 2

Create a disaster plan. After you have identified the potential hazards and impacts to your business, it's time to create your plan and train employees! Because disasters are highly unpredictable, it is impossible to anticipate every situation and impact. However, a Business Continuity Plan can greatly reduce the risks and losses your business might face by guiding your decisions yet allowing flexibility to adapt to the unexpected.

STEP 3

Prepare disaster supplies kits. After a disaster, businesses will need to be self-sufficient as first responders will be addressing high priorities such as hospitals and schools. Determine what you need in the first days following an earthquake including the basics like food, water and sanitation.

STEP 4

Identify your building's potential weaknesses and begin to fix them. Most businesses lease their space, so it's essential to work with your owner and property manager on addressing structural issues. If you own it, strengthen those weaknesses. Either way, measures taken now can help you keep your doors open. No access, no business.

STEP 5

Protect yourself and employees during earthquake shaking – DROP, COVER, AND HOLD ON. The ground is shaking, what do you do? The critical life safety step is Drop, Cover, and Hold On. Stay clear of any objects that may fall and stay put until the shaking stops.

STEP 6

After the earthquake, check for injuries and damage. Life safety is the top priority after an earthquake or any disaster. Use trained personnel to find anyone injured. Next, survey your building for damage or other hazards. Decide if safe to stay.

STEP 7

When safe, continue to follow your disaster plan. Once life safety is being addressed, it's time to begin recovery activities to resume business operations. Conduct an assessment for operational issues. Use your plan to guide your actions and restore priority operations first. Communicate often with employees and key contacts. Document your lessons learned to determine priorities before the next event. This supplement lists good resources.

For an extended Supplemental Guide, visit EarthquakeCounty.info or DaretoPrepare.org.



National Preparedness Month

National Preparedness Month (NPM) is sponsored by the *Ready* Campaign in partnership with Citizen Corps and the Advertising Council. Now in its seventh year, NPM is held each September to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses, and communities. This year will focus on encouraging Americans to work together to take concrete actions toward emergency preparedness. We are encouraging all Americans to join the readiness team and truly help themselves, their neighbors and their communities be *Ready*.

- NPM Coalition membership is open to all public and private sector organizations. Groups can register to become an NPM Coalition Member by visiting ready.gov and clicking on the NPM banner.
- In 2009, nearly 2,700 organizations joined the *Ready* Campaign in promoting the readiness message across the country in homes, schools, businesses, and communities to highlight the importance of individual and community public emergency preparedness throughout September.
- During NPM, Coalition Members share preparedness information with their members, customers, employees, and communities. Members spearhead activities that encourage specific steps for individual, neighborhood, and community preparedness.
- Throughout the year, the *Ready* Campaign promotes individual emergency preparedness. *Ready* is a national public service advertising (PSA) campaign, produced in partnership with The Advertising Council, to educate and empower Americans to prepare for and respond to emergencies, including natural disasters and potential terrorist attacks.
- The Campaign's Web sites (ready.gov and listo.gov) and toll-free numbers (1-800-BE-READY, TTY 1-800-462-7585, and 1-888-SE-LISTO) provide Americans with free emergency preparedness information.

NPM Coalition membership is open to all public and private sector organizations at no cost. For more information or to register to become a NPM Coalition Member, visit the [National Preparedness Month campaign online](#).

Upcoming Events

OES Hosts FEMA Town Hall Meeting

The Federal Emergency Management Agency (FEMA) is bringing its "National Dialogue on Preparedness" to San Diego to gather input from the private sector on ways the nation can prepare communities for a disaster. FEMA's Preparedness Task Force will hold a "town hall"-style meeting on Friday, August 20 at OES from 1 p.m. to 4 p.m.

An invitation to participate in the meeting was sent to all ReadySanDiego Business Alliance members in a separate email the second week of August. If you did not receive an invitation and would like to participate, please email the Office of Emergency Services at readysd.business@sdcounty.ca.gov.

The Task Force was created by Congress to evaluate preparedness policy and guidance since 9/11 and Hurricane Katrina. As a part of that effort, they have organized several meetings across the country to gather information from the public about lessons learned, best practices and concerns that need to be addressed. The Task Force is expected to report its findings to Congress next month.

To learn more about the "National Dialogue on Preparedness" or to submit suggestions online, visit [Preparedness Task Force online](#).

Emergency Survival Program

Supply Storage

Flashlights, portable radios, first aid kits and other emergency supplies are essential after earthquakes and other disasters, but only if you can get to and use them. Emergency supplies aren't very useful if you're unable to get to them when you need them. Store your emergency supplies in a location that you can access.

Consider the following options:

Storage

There are several options for storing your emergency supplies, including:

- Backpacks
- Duffel bags
- Heavy plastic trash cans with wheels
- Other containers

One of the most important considerations in storing your supplies is determining a location that you'll have access to after a major earthquake or other disaster. At least two different locations are recommended.

Identify the safe spots in your house as you did when you developed your family emergency plan and conducted your home hazard hunt. Then, determine the locations in which you spend the most time and to which you'll have easy access.

Your options may include storing the supplies in the following locations:

- Under your bed

- In a hallway closet
- In the den
- In another location
- In more than one location such as in a backpack to take with you if you have to leave your home and in the pantry for use while you're at home.

You also might consider storing some of the supplies in different locations. For example:

<u>Supply</u>	<u>Location</u>
Flashlight	under/by your bed
Sturdy shoes	under/by your bed
Portable radio	under/by your bed
Eye glasses	under/by your bed
Canes, walkers, etc.	by your bed
Adjustable wrench	at the gas meter
Food, water	in the pantry

Remember that food and water require special considerations:

- Empty open packages of sugar, flour, dried fruits and nuts into screw-top plastic jars or air-tight containers to avoid problems with insects and rodents.
- Place food and water stored in the pantry on lower shelves to prevent damage to the container.
- Store your food and water in a dark, cool place to increase their life span.
- Do not place plastic containers directly on cement floors. Lead and other contaminants may leak into the food or water if the container is placed on cement.

SOCIAL MEDIA

Help us build our following on [Facebook](#) and [Twitter](#) to share important preparedness and emergency information.

And, let us know if you're on Facebook and Twitter, so we can follow you. We'd also like to hear about the ways you're using social media successfully to share your message with the public. Send details to:

Tammy.Glenn@sdcounty.ca.gov.



DHS Private Resource Catalog

The *Private Sector Resources Catalog* facilitates your organization's access to the resources you need to participate in the homeland security enterprise and help keep our country secure. The first to be targeted specifically towards private sector partners and encompassing the entire Department, this document collects the training, publications, guidance, alerts, newsletters, programs, and services available to the private sector across the Department. Recognizing the breadth and diversity of the available resources as well as the Department's continually evolving work, this catalog will be updated regularly to publicize new resources and increase private sector awareness.

To access the Private Sector Resources Catalog, visit the [DHS online library](#) or [DHS.gov](#).

Jay Bart

Director of Risk Management, Safety, Health & the Environment, Barona Resort & Casino

Job Description

At Barona Resort & Casino I'm responsible for the overall safety of our guests, employees, and the property of the Barona Band of Mission Indians. From the catastrophic regional threats of wildfires and earthquakes, all the way down to the stubbed toes that can happen with a workforce of 3,000 and a guest population of 10 – 15 thousand per day, I am always looking to increase our safety. I also take pride in working to make the Resort one of the Greenest ever. Our efforts in water, electrical, and heating and cooling efficiency earned us a 2010 LEED Gold from the U.S. Green Building Council. Our stewardship of the environment is something we take pride in, and it doesn't hurt that lowered energy costs. Barona is the first Tribal resort in the nation to earn the internationally recognized Gold certification.

1. How does your company currently prepare for disasters?

Barona Resort & Casino prepares for disasters by identifying the range of threats we face in the region. For example the 2007 wildfires, or the 7.2 magnitude earthquake we had this April. We also spend a great deal of time identifying smaller, yet still important safety concerns such as proper storage of cleaning supplies, and the correct operation and maintenance of equipment.

By identifying possible threats, we are able to assess their risk and danger to our business and put into place plans to mitigate where possible, and prepare where probable. We constantly refine and update our disaster planning to ensure that we're prepared to provide for the safety of our guests and staff, and minimize any effect to our business' continued operation.

2. Why is your company supporting the ReadySanDiego program?

Barona supports the ReadySanDiego program because it just makes sense. Barona prides itself with being a prime resort destination for both

Southern Californians and our loyal clientele around the globe. By ensuring that the San Diego area is resilient to disasters, it strengthens our community of guests, staff and suppliers.

3. Why do you believe there is a need for the Business Alliance in San Diego County?

Unfortunately, as many coastal businesses along the southern United States can attest to, local businesses all need to be on the same page in terms disaster preparedness, mitigation, response and recovery. The more we can build our mutual resiliency to disasters, the more quickly we're able to return to business after a large disaster like an infrastructure-destroying hurricane or a tourism-destroying spill.

4. What are your goals for the ReadySanDiego Business Alliance?

My main goal for the ReadySanDiego Business Alliance is to help contribute to the growth of a robust association of businesses that recognize that the time to plan and prepare for disasters is before and not during an emergency. The threat to our businesses posed by wildfire, earthquakes, and even flooding and mudslides is not a matter of if, but when.

No business is an island; we all depend on others in the community, from suppliers and shippers, to plumbers and printers. There is so much each business can do to improve their own preparedness, but at the end of the day we depend on others as well. Through the Business Alliance we're not only working to increase the disaster preparedness of businesses around the County, but our own as well. Their resiliency is our resiliency. Their strength is our strength.

5. What do businesses have to gain by joining the ReadySanDiego Business Alliance?

The important thing to remember with disasters is how we measure gain. Becoming a Business Alliance member will not automatically improve your earnings, or lower your overhead. In fact you may learn things that prompt you to spend



money ensuring your employees are better prepared. The real gain comes through when after a week of being closed down for business due to catastrophic firestorms, you're able to open operations back up with a staff that's been kept safe, along with their family, in part due to your efforts. The gain is when clients feel safe to do business with you during the middle of a worldwide pandemic influenza because of the steps you've taken to provide for their safety. The gain is working with other business, so that on the third day after a disaster, while so many others are closed, sometimes permanently, our businesses are able to open that front door to our customers and the path to recovery.

6. What is the advantage (or benefit) to businesses in establishing a public-private partnership?

Through a Public Private Partnership, a business is able to pool all manner of resources, be they logistical, financial, expertise, or other, in a cooperative effort with other businesses and the body of government they are partnering with. This concentrates and consolidates their shared strengths and resources, while distributing the costs and risks. They help to build the trust, networking and collaboration, which is essential for businesses in the days, weeks and even months following a disaster's response and recovery.

About Barona Resort & Casino

For the last two years in a row, Barona Resort & Casino has won the J.D. Power and Associates Award for the "Highest in Satisfaction in the Southern California Indian Casino Gaming Experience" in the J.D. Power and Associates Southern California Indian Gaming Casino Satisfaction Study.

Barona Resort & Casino blends the best of San Diego's leading resorts with the gaming excitement of Las Vegas. Barona is San Diego's leading destination resort featuring 400 guest rooms and suites, all with beautiful views of the Barona Valley, a variety of award-winning dining options, the AmBience Day Spa, a full-service events center and the 18-hole championship Barona Creek Golf Club, rated the 3rd best resort course in California by *Golfweek* magazine.

Barona Resort & Casino received the highest numerical score in the proprietary J.D. Power and Associates 2008-2009 Indian Gaming Casino Studies SM-Southern California Region. The 2009 study, which only surveys casinos with a minimum of 1,000 slot machines, is based on 4,452 responses from gaming players who visited an Indian casino in Southern California between December 2008 and May 2009. Proprietary study results are based on experiences and perceptions of consumers surveyed in May 2009. Your experiences may vary. Visit jdpower.com.

For Barona Resort & Casino reservations and information, visit www.barona.com, or call toll free 888-7-BARONA (722-7662). You can also join Barona Resort & Casino on Facebook, Twitter and Myspace at: www.barona.com/facebook, www.barona.com/twitter and www.barona.com/myspace.

The ReadySanDiego 2009-2010 Advisory Council

The ReadySanDiego Business Alliance Advisory Council is comprised of business leaders from throughout San Diego that act as corporate spokespersons, tapping business relationships to help promote program initiatives throughout the County. The Advisory Council will work in conjunction with County staff to identify strategic goals of the Business Alliance partnership program and help oversee its path forward. During times of crisis, Advisory Council members will work with the County to lead the Business Alliance's response and recovery activities, including the coordination of needed resources from its members.



Jay Bart
Director of Risk Management
Barona Casino

California Grocers Association

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Director of Original Programming
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KOGO/Clear Channel

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Executive Director
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